ABSTRACT OF THE DISCLOSURE

A biased-assisted sign mounting system is for mounting a sign to a structure, that includes a vertical upright post having a face having a plurality of vertically extending, spaced apart openings. The mounting system includes a spine adapted to mount to the vertical post. The spine has a face portion. Upper and lower sign mount portions are mounted to the spine. At least one of the mount portions has a biasing element securing portion. Upper and lower arms are mounted to respective upper and lower sign mount portions. The arms each have a pivot defining collinear axes. One of the upper and lower arms has a biasing element securing portion. A biasing element operably connects one of the arms to its respective mount portion such that the arm is pivotal between first and second positions and is biased toward the first and second positions by the biasing element. A floating insert mounts the spine to the upright. The floating insert has a body portion for engaging the spine and the upright, and for spacing the spine face from the upright face. The floating insert has a latch portion disposed in the body that is engageable with the upright to secure the floating insert to the upright. The latch includes a fastener extending therefrom that is engageable with the spine to secure the spine to the floating insert. When the floating insert is engaged with the upright and the latch fastener is engaged with the spine, the spine is secured to the upright with the face portion of the spine spaced from the face of the upright.